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				Application Number	09/963,246
				Filing Date	09-26-2001
				First Named Inventor:	F. William Daugherty
				Art Unit	3622
				Examiner Name	Carlson, Jeffrey D
Sheet	1	of	1	Attorney Docket Number	6560P016
NON PATENT LITERATURE DOCUMENTS					
Examiner Initials*	Cite No ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published			T ²
	1	Pages from Sweepstakes Online website, copyright 1994-1 999 [retrieved on 9/21/00]; retrieved from the Internet <URL:sweepstakesonline.com>			
	2	Pages from Uproar.com website, copyright 1996-1 999 [retrieved on 9/21/99]; retrieved from the Internet <URL:uproar.com>			
	3	Pages from Webstakes.com website, copyright 1996-99 [retrieved on 9/21/99]; retrieved from the Internet <URL:webstakes.com>			
	4	NETSCAPE COMMUNICATIONS CORPORATIONS: "Additional Topics", CLIENT-SIDE JAVASCRIPT GUIDE, June 1999 (1999-06), pages 201-210, XP002222837, Section "Using Cookies with Javascript"			
	5	ARMAN, DANESH, "Teach Yourself JavaScript in a Week, Chapter 9,: Remember where you've been with cookies", Internet, 1996, XP002299088, Section 9 until "Listing 9.1"			
	6	U.S. DEPARTMENT OF ENERGY COMPUTER INCIDENT ADVISORY CAPABILITY: "WHAT ARE COOKIES?", INTERNET, 12 March 1998, XP002145971 cookies.			
	7	Article entitled, "CBS Sportsline Launches Innovative "Sportsline Rewards" Relationship Program", January 1999, downloaded from http://about.sportline.com/releases/rewards.htm on 06/17/2003.			
	8	Dialog reference, file 15#01794340, Marc Gunther, "The trouble with web advertising" Fortune V139n7 pp 147-148, April 12, 1999.			
	9	FL Sportline USA: "Sportsline USA, Inc. Reports Fourth Quarter Financial Results," Business Editors, Jan. 28, 1999			
	10	"IS THE Internet a New Key to Retailing Success?," Jewelers' Circular-Keystone, Sept. 1998			

Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹Applicant's unique citation designation number (optional). ²See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴For Japanese patent documents, the indication of the year of reign of the Emperor must precede the serial number of the patent document. ⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶Applicant is to place a check mark here if English language translation is attached.

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